

## **Historic, archived document**

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# PELARGONIUMS



EARLIANA

For twenty-four years we have been growing pelargoniums in quantity and shipping to the wholesale trade. Years ago we discarded the old varieties which have been superceded by newer and better sorts. As new varieties are disseminated, we add them to our list provided they are an improvement over the older kinds. Our stock is arranged so we can propagate continuously throughout the year. We grow all of our stock in the greenhouse and it is especially selected for blooming qualities and freedom from disease. Plants propagated from greenhouse stock are far superior to those taken from field grown plants. All stock is perfectly free of white fly. With ten houses devoted exclusively to pelargoniums we are the largest growers of this plant in America. Two iron frame Lord & Burnham houses, 40 x 100 feet have been added to increase our production of pelargoniums. In 1936 three new houses were built especially for propagating.

All plants are strong, well rooted, free of white fly and other insects. Clean stock means a great deal to our customers. We spare no expense to have our stock healthy and free of fungous diseases. Several thousand pelargoniums are propagated every month of the year and we grow them in large enough quantities so that

quality stock can be produced. Every few days we receive letters complimenting the quality of our plants.

Pelargoniums are one of the leading blooming plants for Easter, Mothers' Day, and Memorial Day sales. Some varieties begin blooming early in March and others in April and continue through April, May, June and later.

Many of the better varieties of pelargoniums originated with Carl Faiss in Germany. We strongly advise growing some of his recent varieties and some of the new American varieties. Many of them will replace several of the standard sorts and are far superior to many of these varieties.

## Wholesale Price List

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## R. M. HENLEY

*Pelargonium Specialist*

**Hartford City**

**Indiana**





ORCHID EDITH NORTH

### Standard Varieties

**EDITH NORTH.** The color is salmon pink, shaded deeper color on upper petals, blotches dark brown. Each flower head has six to nine florets, each floret measuring about two inches. It is a very vigorous grower, holding its trusses of flowers well above the foliage.

**SPRINGTIME.** The flowers are daintily ruffled and are of a distinctive bright pink color. The throat of the flower is almost pure white with bright pink petals, bordered with a white edge. It has a very long period of bloom, beginning in April.

**EASTER GREETING.** The flowers are a bright red, each petal being marked with a large black blotch. This variety is re-



MARIE VOGEL

markable on account of its long blooming season, not only producing its prime crop very early in the spring, but ordinarily continuing from March until fall, as do its four sports.

**SWABIAN MAID.** A fine sport of Easter

### New American Varieties

**Earliana**—(1937). Resembles Mrs. Loyal but the florets are much larger and foliage heavier and is a compact grower. Flowers are orchid, variegated and purple. It is the earliest blooming variety beginning early in March and the plant is covered with bloom. We are sending out this variety for the first time in 1937.

**Orchid Edith North**—(1935). Orchid pink sport of Edith North. The latter variety sported identically with J. L. North and with us. Foliage and flowers are the same as its parent but with a beautiful orchid color. Darker blotches on the two upper petals. Strong, upright, healthy grower and a splendid early bloomer. Makes a plant quickly with long period of bloom. We are in quantity production of Orchid Edith North, Earliana and Lavender Quedlinburg, so are listing all three varieties in the standard price group.

**Sue Jarrett**—(1935). Variety was originated by Great Lakes Nursery in California. The color is a salmon pink with darker upper petals and very unusual markings. The individual florets are three to four inches across with five or six in a cluster. It has the largest flowers of any variety and is an upright grower. Early, and has a long period of bloom. Extraordinary.

**Lavender Quedlinburg**—(1937). Our own sport of Pride of Quedlinburg. A beautiful color with orchid and purple blotches. Very large flowers.

**Azalea**—Rosy red. Free bloomer and very large flowers and clusters. Strong grower. Color similar to Marie Vogel.

**Chicago Market** Large rose pink flowers with deeper color in throat. Red blotches on upper petals. Dwarf habit.

**New Velvety Maroon** sport of Easter Greeting. Sported in our own greenhouses in 1935. A beautiful dark velvety maroon color. It has all the good qualities of Easter Greeting and a far better color. We predict a great future for this variety. It will be named, priced, and disseminated in the fall of 1937 or winter of 1938.



FAISS' TRIUMPH

Greeting with salmon flowers of large size, strikingly set off by black blotches at the base of each petal.

**LUCY BECKER.** This grand variety is a sport of Easter Greeting and is like it in everything but color, which is a pleasing rosy pink, and it is a very free bloomer. A splendid variety.

**WURTEMBERGIA** sport of Easter Greeting. Flowers are a much deeper red than its parent. A strong grower.

**BEAUTIFUL.** Pink sport of Easter Greeting. In color it is between Easter Greeting and Lucy Becker with dark markings.

**PRINCESS.** The color is a lavender pink. It makes a short stocky growth and symmetrical plant.

**GERMAN GLORY.** Large clusters of flowers that are Cattleya blue. Robust growth and a splendidly shaped plant.

### Recent Varieties from Carl Faiss, Germany

**Marie Vogel** Red, shaded with salmon with dark blotches on upper petals. Upright grower. Flowers very large, slightly waved and free bloomer. Long period of bloom and very early. One of the best.

**Grossmama Fischer** Rich, clear salmon color. Large flowers, with dark blotches on two upper petals and beautifully ruffled. Vigorous, upright grower, forming large umbels. Extra good salmon and one of the earliest bloomers.

**Karminkoenigin** Cerise or carmine red. Dark blotches on two upper petals. Dwarf, compact habit with heavy foliage. Blooms exceedingly large, slightly ruffled and keep well. Excellent early variety.

**Faiss' Triumph** Light salmon pink color with white throat. Extra large crimped flowers and compact grower. A beautiful color and very early, beginning to bloom in March.

**Mackensen** Color of flower is a fiery rose with immense clusters and very pure color without blotches. Upright grower and a very good early blooming variety. Very beautiful.

**Neuheit C. Faiss** Heliotrope violet with deep purple blotches on each petal. Free bloomer. Vigorous upright growth and medium sized flowers.

**Fruehlingszauber** Flowers white with pink tint on outer part of petals. Darker blotches on two upper petals. Large flowers and free bloomer. Habit dwarf.

**Onkel Richter** Pure white with one small dark spot on each of two upper petals. Dwarf grower, early, long period of bloom and very large flowers.

**Otokar Samohrd** Rose pink, ruffled flowers and blooms early with large clusters. Dwarf grower.

### R. M. Henley FLORIST

**LAVENDER QUEEN.** Color is similar to Lucy Becker but more lavender with blotches on all petals.

**IMPROVED MRS. LAYAL.** The true pansy pelargonium. The coloring is white, dark purple, black, etc. It begins blooming early in March.

**GARDENER'S JOY.** The ground color is white, the two upper petals having blotches of deep brown. It has large clusters of flowers and very beautiful foliage.

**DIENER'S GIANT.** Light salmon pink flower with dark brown blotches on two upper petals. Flower is extremely large and it has a desirable color.



MACKENSEN

**PRIDE OF QUEDLINBURG.** Strong grower and a free bloomer. The color shades from a light to a dark salmon pink with large flowers.



KARMINKOENIGIN

### Richard Diener's New Varieties

We had all the following varieties to flower in 1936. Many have good possibilities but some are not as good in the north as some of the newer American and German varieties listed above. Try them in your own greenhouses. See Richard Diener's, Oxnard, Cal., catalogue for detailed descriptions.

**SANTA MONICA.** Light pink, large flowers.

**DIENER'S GIANT.** Almost the same as our

standard Diener's Giant.

**RUTH W. McAFEE.** Salmon.

**BEVERLY HILLS.** Amaranth pink.

**MRS. MARY BARD.** White.



SUE JARRETT

**GIANT VENUS.** Salmon.

**GLENDALE.** Tyrian rose. Early.

**GOLETA.** Rose.

**PIRU.** Rose pink.

**SAN DIEGO.** Purple. Very good.

**VERA N. WATT.** Early pink.

**MONTECITO.** Amaranth pink.

**PASO ROBLES.** Carmine.

**MRS. F. BACHLER.** Deep rose-red.

### Cultural Hints

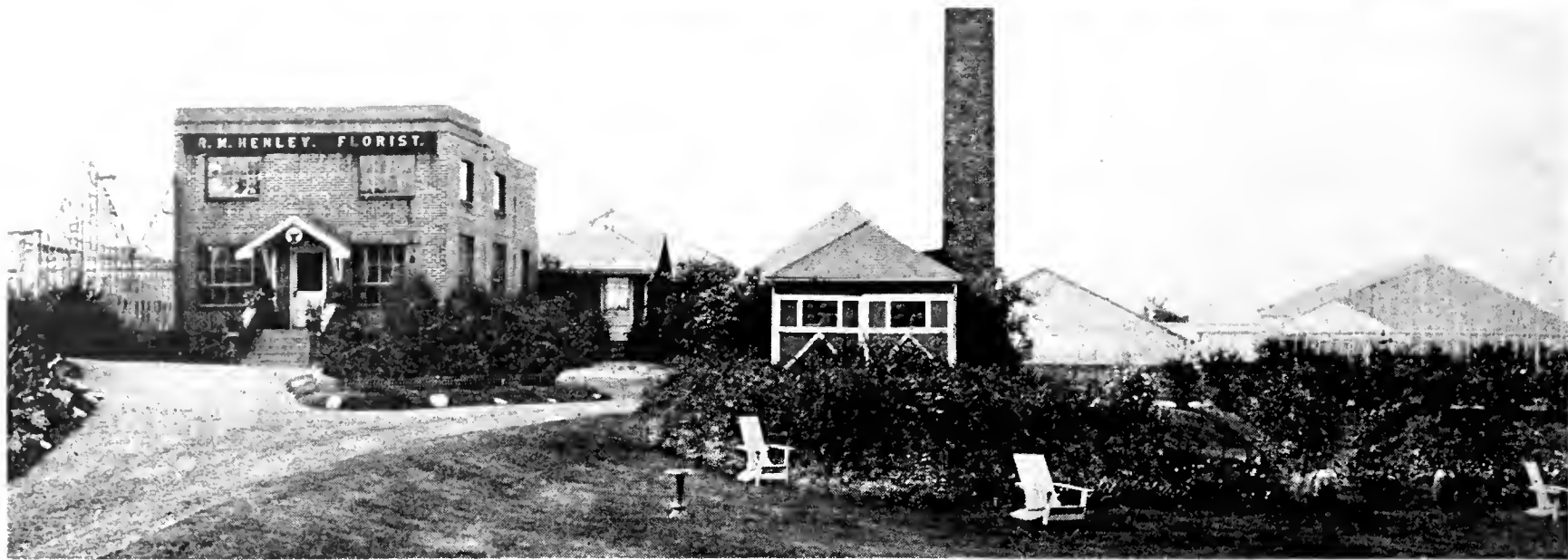
In the spring, put three three-inch plants in a six-inch three-quarter pot which



GROSSMAMA FISCHER

will make a symmetrical plant. The same can be done with two-inch and four-inch sizes. This method will save express on larger plants. Pelargonium blooms make excellent funeral sprays that will last longer than any other flower.





## PRICE LIST

Earliana	Lucy Becker	Lavender Queen
Marie Vogel	Swabian Maid	Princess
Grossmama Fischer	Wurtembergia	Pride of Quedlinburg
Orchid Edith North	Beautiful	Lavender Quedlinburg
Edith North	Springtime	Diener's Giant
Easter Greeting	German Glory	Mrs. Layal
	Gardener's Joy	

Onkel Richter	Beverly Hills	San Diego
Otokar Samohrd	Mrs. Mary Bard	Vera N. Watt
Santa Monica	Giant Venus	Monticito
Diener's Giant	Glendale	Paso Robles
Ruth W. McAfee	Goleta	Mrs. F. Bachler
	Piru	

Size	Per Dozen	Per 100	Per 1,000
<b>Rooted Cuttings</b>	<b>\$ .90</b>	<b>\$ 6.00</b>	<b>\$ 55.00</b>
2-inch	1.20	8.00	75.00
3-inch	1.60	11.00	100.00
4-inch	2.50	18.00	165.00

Sue Jarrett	Mackensen	Azalea
Karminkoenigin	Neuheit C. Faiss	Chicago Market
Faiss' Triumph	Fruehlingszauber	

Size	Per Dozen	Per 100	Per 1,000
<b>Rooted Cuttings</b>	<b>\$1.20</b>	<b>\$ 8.00</b>	<b>\$ 75.00</b>
2-inch	1.45	10.00	90.00
3-inch	2.00	13.00	120.00
4-inch	3.00	20.00	185.00

Size	Each	Per Dozen	Per 100
2-inch	\$ .25	\$ 2.25	\$ 15.00
3-inch	.30	3.00	20.00
4-inch	.40	4.25	30.00

For shipment in Neponset paper pots add: 2-inch, 35c per 100; 3-inch, 45c per 100; 4-inch, 70c per 100.

Six at dozen rate; 25 at 100 rate; 250 at 1,000 rate.

No packing charge.

## TERMS

Five percent discount for cash with order; two percent, ten days; sixty days net. Refer to the classified columns of the Florists' Review or Florists' Exchange for varieties and sizes ready for prompt shipment and any change in prices.

Ordinarily we recommend shipment by express as it is safer and cheaper except on light shipments. On small orders of rooted cuttings add enough to remittance to cover postage and any excess will be returned to you. Usually the five percent cash discount will pay for the postage. To the second, third and fourth zones, we will pre-pay all orders for \$3.00 or more for rooted cuttings instead of the cash discount.

### REFERENCE

Orders from new customers, without a credit rating, must be accompanied by cash or satisfactory references. Please furnish us with three references in the trade with whom you have been doing business. All C. O. D. orders must be accompanied by at least 25 percent of the amount of order.

### CERTIFICATE OF INSPECTION

We have a certificate of inspection, issued by the Indiana State Entomologist, certifying our stock to be free from injurious insects and diseases. A copy of this certificate is attached to every shipment. We are not in, or near, the Japanese Beetle zone.

### PACKING

We pack carefully. Years of experience have taught us how to pack plants to arrive in the best condition. Our count is liberal.

Numerous shipments have been made to Canada, Mexico, Pacific and Atlantic coasts which have arrived in splendid condition. In cold weather we use plenty of newspapers and wrap on outside when necessary, so very seldom do we have a shipment frost bitten. Please report promptly any damaged shipment to the express agent at destination so that he can examine shipment and verify claim. We recommend shipping three-inch and four-inch, when in bloom, in paper pots.

### OUR GUARANTEE

We endeavor to make every shipment satisfactory to our customer. Should any shipment not be as we represent, please report to us at once.

### CULTURAL INFORMATION

At the same time this folder goes to press, we are having a cultural leaflet printed on the growing of pelargoniums. A copy will be sent with each order.

Sometimes pelargoniums shatter some of their petals when they are taken from the greenhouse to a store or residence. For four years we have been using liquid glue which gives wonderful results. Use a thin glue, or one diluted with hot water, similar to the kind used at the express office for sticking labels on boxes. With a medicine dropper, put about two drops of glue in the cup of each flower. This will glue the base of the petals together and they will never shatter. After the glue dries, it can hardly be seen. Other flowers that open are acclimated to the store or residence atmosphere and will hold their petals. It takes only a few moments to do several dozen plants.